

Promote Wyoming Commission
September 13, 2016
Meeting Minutes

The Promote Wyoming Commission met on Tuesday, September 13, 2016 at 7:00 p.m. in the Conference Room of the City Building. Attendance was as follows:

Members present: Deb Stonehill-Chairperson, Margie Carleton, Val Prevish, Beth Roeseler, Brad Stoppenhagen, Brenda Grannan, Ron Callahan, Jim Walton, and Sue Lewis

Staff Members Present: Lynn Tetley, City Manager

Others Present: None

Call to Order

Ms. Stonehill called the meeting to order at 7:03 p.m.

Review and Approval of August 9, 2016 Meeting Minutes

A motion was made to approve the minutes of the August 9, 2016 meeting, as written, by Ms. Carleton and seconded by Ms. Roeseler. All ayes by voice vote.

Citizen Participation

None

Business (**Committee chairs identified in bold**)

Report from Wyoming Branding Standards Committee (**Brenda** and Margie): Ms. Grannan reported that she sent the latest version of the Brand Standards to the members today. If there are suggested edits, please provide them to Brenda.

Report from the Communication Committee (**Brad**, Ron, and Val): Mr. Stoppenhagen provided an update on the What's Up Wyoming blog which will be launched officially on Tuesday of next week. The publicity push will begin next week. The blog accepts subscribers and will also feed to the City's Facebook page. A press release will also be provided to the Community Press and organizations within the community. Volunteers were requested to contact identified organizations. Ms. Tetley reminded the members of the committee (specifically the monthly editor) to pass content past her before items are posted. Mr. Callahan will be setting up an online project management system for this to allow for editing and sharing content needs. Ms. Carleton provided a list of comments she generated after reviewing the blog site and these were noted by Mr. Callahan. Mr. Stoppenhagen requested the members review the blog regularly and let the editor know if any errors or issues are identified.

Report from Photo Library Development Committee (**Beth**, Jim, and Margie):

Ms. Roeseler provided an update of events and projects that have been photographed in the past month. Samples of photos taken to date were organized into a presentation that was shown and this will be provided to Mr. Stoppenhagen for the City Council presentation on Monday. Videos were also taken at the Exotic Wheels and Wine event. Mr. Walton will establish a place to host Wyoming videos and these can then be embedded into the blog as posted.

Annual Report Committee (Deb, **Margie**, Sue, Beth, and Val):

The Committee recently met with Ms. Tetley to review key points and messaging for the 2016 report. Ms. Grannan will be the graphic designer for this year's report. The mail date is scheduled for February 15.

Community Events Publicity Committee (Jim, **Sue**, Brenda, Deb, and Margie):

This committee will prepare templates for banners, yard signs, and flyers as well as developing a general publicity plan for events that can be utilized by City staff. The timeframe for this project is to have the templates and general plan in place in time for summer 2017.

New Resident Packet and New Resident Welcoming Strategies Committee (Beth, **Deb**, Val, Sue, and Ron):

Ms. Stonehill reported that the redrafting of the main packet document is underway and should be completed by the end of October. Ms. Grannan provided copies of card samples (with envelopes) that could be included in the packets as a gift to new residents. Ms. Grannan will finalize design and print pricing for packs of five (with different pictures) and provide this information to Ms. Tetley. Ms. Stonehill and Ms. Carleton will look for envelope/folder options for packaging the new resident packet and report back.

- Other:
 - Logo Use Policy: Nothing to report.
 - Information Kiosks/Lobby Improvements: Ms. Carleton still needs to finalize the photo display area for the City Hall lobby. Once pictures are identified, this will be completed.
 - Civic Center/Recreation Center Branding and Marketing: Nothing new to report. This is on target for fourth quarter for 2017.

Miscellaneous

Ms. Stonehill reminded the members of the vacancy that exists and asked to send suggested names or interested people to her. In particular, another writer for the Commission would be helpful.

Adjournment

Meeting adjourned at 8:41 p.m.

Submitted by:
Lynn Tetley
City Manager